REMARKS/ARGUMENTS

The Applicant thanks the Examiner for the Office Action dated November 1, 2006.

Claim Rejections - 35 USC § 103

Claim 1 has been amended to specify that the first coded data identifies: a region identity and plurality of locations on the surface. Claim 1 further specifies that the coded data generator is configured to generate image data for the first coded data using first identity data received from a computer system.

The Applicant contests the Examiner's assertion that the present invention would have been obvious to the skilled person in view of Mori combined with Dymetman.

At no point does Dymetman generate coded data image data for printing location-indicating coded data with visible information onto a surface. Dymetman plainly generates coded data image data and graphical image data *separately* and prints the graphics and the coded data in *separate* printing steps (see column 11, lines 55-65). Hence, Dymetman's interactive pages are not available to users on demand.

Furthermore, Dymetman does not describe a printer which contains a coded data generator for generating coded data image data using a first identity received from a computer system. This claim feature cannot be found anywhere in Dymetman.

Mori describes a system for printing photographs, wherein each photograph has a corresponding photo identification code that may be printed with the photograph in the form of a barcode. Presumably, Mori's photo image data must also include barcode image data for Mori's printed barcode. Mori is able to generate barcode image data in his computer system for the barcode using known barcode technology.

However, Mori does not describe generating coded data identifying a plurality of locations from first identity data using a coded data generator in his printer. Known barcode technology allows Mori to generate a barcode from a photo identification code, but it does not allow him to generate coded data identifying a plurality of locations on the surface, as required by claim 1.

Furthermore, Mori cannot learn how to do this step using the teaching of Dymetman, because Dymetman has plainly not worked out how to do it. Instead, Dymetman teaches generating coded blanks and then separately overprinting these coded blanks with graphical information (see column 11, lines 47-65 of Dymetman). Dymetman does not show the skilled person how to generate coded data image data from identity data.

By contrast, the present application teaches how to generate coded data image data for identifying a plurality of locations using first identity data. This is described in detail in Sections 7.4.1 and 7.4.2 (pages 76-77) of the specification and this step is explicitly recited in claim 1.

The Applicant therefore submits that the combination of Mori and Dymetman would not have led the skilled person to arrive at the invention as defined in claim 1. Mori does not teach how to generate coded data identifying a plurality of locations from first identity data

and neither does Dymetman. Furthermore, neither document describes generating image data for coded data (as defined in claim 1) using a coded data generator in a printer.

It is respectfully submitted that all of the Examiner's objections have been successfully traversed. Accordingly, it is submitted that the application is now in condition for allowance. Reconsideration and allowance of the application is courteously solicited.

Very respectfully,

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